

BEAUTY PARADE

The World's Loveliest Girls

MAY
25¢



**DAMES CAN
BE POISON!**



Close-out! 3 POWER ALL-METAL BINOCULARS

These are the very same 3-power all-metal Binoculars that we formerly sold for \$9.95. In fact thousands were sold at that price. Yet now on this sensational "close-out offer," you can get a pair of these powerful Binoculars complete with beautiful carrying case as shown for the amazing low price of only \$3.98. Think of it—that's a saving of \$6.00. How can you lose with such a bargain. But you will miss out entirely unless you hurry... for every sportsman, hunter and motorist will want to own a pair at this close-out price. It will be first come, first served while the supply lasts. So rush your order today on the coupon below.

These Binoculars are beautifully made. They have optically ground and polished lenses, and adjustable focusing wheel. The sturdy metal barrels are handsomely covered in pebble grain leatherette effect and every pair comes complete with a simulated saddle leather carrying case and adjustable shoulder strap as pictured.

Formerly Sold for \$9.95

NOW! On This Close-Out Offer!

only \$3.98



- ★ Smartly Styled — All Metal Construction
- ★ Powerful — Optically Ground and Polished Lenses
- ★ Draw Tubes Plated
- ★ Black Ebony Finish
- ★ Trimmed in Pebble Grained Leatherette Effect
- ★ Molded Focusing Wheel
- ★ Height—Closed 5 1/4", Open 6"
- ★ Weight One lb. with Carrying Case

"Enjoy Front Row Seats From Way Back"

You'll get the thrill of a lifetime when you take your first look through these powerful Binoculars. It's positively amazing how well you can see. Make distant objects appear close—bring them up to you—clear and sharp! You'll want to take these Binoculars with you on hunting trips, to sporting events, to the ocean and seaside. You'll be able to see people and wild life from a distance and watch what they're doing when they can't see you. Enjoy front row seats from way back!

USE FOR 10 DAYS ON MONEY BACK GUARANTEE!

So positive are we that you'll be more than thrilled and delighted with the performance, power, and beauty of these Binoculars that we send them to you on a generous 10-day no risk money back guarantee. SEND NO MONEY! Just fill out and mail the coupon today. The postman will deliver your Binoculars complete with the handsome Carrying Case C.O.D. in a few days' time. Then, when they're actually in your hands, we want you to use them for 10 full days with the understanding that your money will be promptly refunded if you're not more than satisfied with them in every respect. Don't delay a single day if you want to own a pair. Rush the coupon today without fail.

SEND NO MONEY—RUSH THIS COUPON!

ILLINOIS MERCHANDISE CO., Dept. 6400-E
1227 Loyola Ave., Chicago 26, Illinois

Gentlemen: Rush me a pair of all metal Binoculars complete with Carrying Case as described above, on your no-risk 10 day Money Back Guarantee offer. I will pay the Postman \$3.98 plus postage. It is understood that if I am not completely satisfied I will return them to you within 10 days for refund.

NAME

ADDRESS

CITY STATE

☐ I enclose \$3.98. Please rush the Binoculars and Carrying Case to me all postage charges prepaid.

WHAT YOU CAN DO ABOUT PIMPLES

Acne, Blackheads, and other externally caused Skin Blemishes



WHEN pimply skin is your problem, the first thing to get straight is that you can and should do something about it. To develop the attractiveness of your face is not mere vanity. It is an "open sesame" towards bringing the real YOU closer to other people and giving your personality the poise and confidence it needs. Your good qualities—intelligence, character, dignity—all go to naught... are completely cancelled out by a skin that "nobody loves to touch." Remember, the YOU that people see first is your face.

SKIN PROBLEMS

DEMAND IMMEDIATE CARE

Medical statistics tell us that blemished skin usually occurs from adolescence on through adult life. The problem at the adolescent stage is serious enough to deserve attentive care as a family matter. In adulthood, when life's responsibilities are so much weightier, it is doubly important to exert great effort to eliminate these blemishes. And, there is no better time to get pimples under control than now.

DON'T ABUSE SKIN

The first instinctive reaction to pimples and blackheads is to squeeze them out with your fingers. A bit of experimentation along these lines soon provides convincing proof that this succeeds only in inflaming your skin and spreading the infection. Under no circumstances should pimples and blackheads ever be squeezed.



MICROSCOPE SHOWS IMPORTANT BASIS FOR EXTERNALLY CAUSED PIMPLES AND BLACKHEADS

Let's take a look through the microscope to see what's behind those unsightly pimples. The high-powered lenses show your skin coated with a covering which originated from two sources—one, internally and the other, externally.

The internal substances on your skin include dead cells, residue from the sweat glands, and a high quantity of oil secreted by the sebaceous glands. A most important factor in skin disorders occurs when thousands of these tiny sebaceous glands discharge more oil than the skin can use for lubrication. Unless special care is given, the oil forms a heavy film which attracts foreign matter to your skin much as any oil mop picks up dust. These infectious external substances may be classified into three general groups:

1. Airborne materials such as dust, pollens, condensation products of smoke, vapors, etc.
2. Materials brought in contact with the skin, such as tiny fragments of clothing, bedding, cosmetics.
3. Micro-organisms such as bacteria and fungi.

See the difference between a healthy skin and a pimply skin in the microscopic reproductions below.



A. Normal skin **B. Sick, pimply skin**
Diagram A shows a normal-size, smoothly functioning sebaceous gland. Diagram B pictures sick, pimply skin. Notice that the sebaceous gland is a swollen mass of trapped oil, waste and infectious bacteria.

TRY THIS SENSIBLE WAY

Two sensible aims to achieve in controlling this skin condition are: to clear the pores of clogging matter, and to inhibit the excessive oiliness of the skin. Toward these ends, Dornol Products' research makes available two formulas. One is to aid in thorough cleansing by highly detergent penetration which simplifies the removal of waste and foreign matter. The other is to discourage oiliness with clinically-proved ingredients, and to kill infec-

tious bacteria often associated with externally caused pimples and blackheads

BLEMISHES COVERED UP

To remove the distressing embarrassment of these skin blemishes, the second Dornol formula asserts a "cover-up" action on your broken out skin while the medication does its work. This, plus its pleasant odor, will spare you the mental distress which is associated with unsightly, malodorous, medicated preparations. Imagine! You can apply this Dornol formula to your skin by day and face the immediate present with greater confidence in your appearance, while secure in the knowledge that medication is acting to remove old blemishes and keep away new ones. What this "cover-up" action alone is worth in peace of mind is beyond calculation. No longer need prying eyes make you wince with humiliation and misery. Now because of this wonderful feature of the Dornol treatment, you can put your best foot forward... at once!

SATISFACTION GUARANTEED

OR

DOUBLE YOUR MONEY BACK

We know what the Dornol treatment has done for others, so we want you to try it at our risk. A few minutes a day invested in our treatment can yield more gratifying results than you ever dared hope for. This is what we say to you: If you are not delighted in every way by the improved condition and general appearance of your skin in just 10 days, simply return the unused portion and we will refund not only the price you paid—but **DOUBLE YOUR MONEY BACK!** Can anything be fairer than that? You have everything to gain... and we take all the risk!

How to get the Dornol Treatment

Immediately! Just send your name and address to DORNOL PRODUCTS, INC., Dept. 6318, 4257 Katonah Avenue, New York 66, N. Y. Be sure to print clearly. By return mail we will ship the Dornol treatment to you in a plain package. When postman delivers the package, pay only \$1.98 plus postage. Or, if you wish to save postal fee, send \$2 now and we will pay postage. Which ever way you order, the **DOUBLE REFUND GUARANTEE** still prevails. Don't delay another minute, send for the Dornol Medicated Skin treatment with "cover-up" feature... at once! Sorry, no Canadian C.O.D.'s.



Page 12



Page 32

BEAUTY PARADE

Trade-Mark Reg. U. S. Pat. Off.

Contents



VOLUME 9 MAY 1950 NUMBER 2

L. Bennett, Editor

Art Direction by Beale



Page 14



Page 24



Page 26



Page 34



Page 30

	Page
GLAMOUR GAL TO COW GAL	8
SCHOOL DAZE	10
MY GAL FRIDAY	12
TROPIC CAN CAN	14
DAMES IS POISON	16
VELVET VIXEN	18
WHAT'S THIS?	20
PRIVATE, KEEP OUT	22
MR. SIX BY SIX	24
KEYHOLE LOVELIES	26
HOT ICE	28
FOUR OF A KIND	30
DANCING CYCLONE	32
SHE'LL DO IT EVERY TIME	34
SUGAR 'N' SPICE	36
INQUIRING REPORTER	38
PIX OF THE MONTH	39
NOTES TO YOU	48
TWO HEADS ARE BETTER THAN ONE	50
JUNGLE JAZZ	54
PIN-UPS	40, 43, 46, 52, 57



Beauty Parade is published bi-monthly by Beauty Parade, Inc., 201 West 32nd Street, New York, N. Y. Copyright 1950 by Beauty Parade, Inc. Entered as second-class matter August 26, 1948, at the post office at New York, N. Y., under the act of March 3, 1879. Single copy 25c—Yearly subscription \$1.50—Foreign subscription \$2.50. All rights reserved by Beauty Parade, Inc. All material submitted will be given careful attention, but such material must be accompanied by sufficient postage for return and is submitted at the author's risk. Printed in U. S. A.

THROUGH THESE PAGES PASS THE MOST BEAUTIFUL GIRLS IN THE WORLD

GETTING BALD?

GROW MORE VIRILE HAIR



It took years of research, and months and months of experimenting to create the new amazing scientific HAIR RESEARCH FORMULA. Don't delay, order it today!

IN 30 DAYS OR YOU DON'T PAY A CENT!

MOST BALD PEOPLE COULD HAVE SAVED THEIR HAIR HAD THEY ACTED IN TIME!

ONCE YOU NOTICE SYMPTOMS OF TOO MUCH HAIR IN YOUR COMBINGS, HEAD ODORS, ITCHY SCALP, EXCESS DRYNESS, OILINESS

ACT IMMEDIATELY!

BEWARE OF TOO MUCH HAIR IN YOUR COMB—IT'S A DANGEROUS SIGN!

Once you are BALD it's too late, nothing can help you, not even the HAIR RESEARCH FORMULA! So don't delay, delay may cost you your hair! The new AMAZING SCIENTIFIC HAIR RESEARCH FORMULA KEEPS YOUR SICK SCALP FREE OF ITCHY DANDRUFF, seborrhea and STOPS THE HAIR LOSS THEY CAUSE.

KILL THESE HAIR DESTROYING GERMS! NOTHING KNOWN TO MEDICAL SCIENCE CAN DO MORE TO SAVE YOUR HAIR.



The HAIR RESEARCH FORMULA kills the hair destroying germs (1) Pityriasis, (2) Staphylococcus, (3) Corynebacterium. Acas. Lending dermatologists feel that in killing these germs you rid yourself of the scalp conditions that result in BALDNESS!



GIVE YOUR HAIR THE CARE IT DESERVES, order your hair research formula today!

KILL THESE GERMS, DON'T RISK LETTING THEM KILL YOUR HAIR GROWTH! The HAIR RESEARCH FORMULA has been extremely successful with "DIFFICULT" hair and scalp conditions! Almost at once your hair looks THICKER, MORE ATTRACTIVE AND ALIVE! Thousands of men and women who never got over being skeptical delayed and delayed using the HAIR RESEARCH FORMULA and are now BALD! But thousands upon thousands more have been skeptical at first and tested, tried and proved what we say, they now have THICKER, HEALTHIER HAIR, hair they can be proud of. Read their letters of praise, study the guarantee and ACT IMMEDIATELY before it's too late! So resultful is the new and improved amazing HAIR RESEARCH FORMULA that you will GROW MORE VIRILE HAIR WITHIN 30 DAYS or you return the unused portion and your money will be refunded!

BETTER RESULTS FROM NEW FORMULA THE HAIR RESEARCH FORMULA is an exclusive laboratory-created formula. It has been tested and proved. Nothing can do more to GROW more virile HAIR, to SAVE your hair, DON'T DARE TO DELAY! MAIL COUPON and test it at home for 10 days FREE at our expense!



TESTED AND PROVED BY MEN AND WOMEN ALL OVER THE U.S.A.

"In 30 days my hair started to grow in thicker and my scalp felt better than it did in years." H.N., New York City.

"No professional treatment or hair preparation has done as much for my falling hair, my hair stopped falling out and I now have more virile hair." J.F., Springfield, Mass.

"I used to find a lot of hair in my comb every time I combed my hair, but now I hardly ever see hair on my comb. It's amazing." H.T., Chicago, Ill.

"I admit I was skeptical at first, but now I am convinced that everything you say is true." N.F., Kansas City, Mo.

"My barber recommended it to me and now my hair stopped falling out and is much more thicker." D.L., Los Angeles.

"My doctor told me about it and now I find it's the best thing I ever used, it saved my hair, my hair looks thicker, more attractive and alive." G.W., Miami, Fla.

SENT ON APPROVAL!

Hair Research Co., Dept. 58
1025 Broad Street, Newark, New Jersey

Rush one month's supply of your NEW AND IMPROVED AMAZING SCIENTIFIC HAIR RESEARCH FORMULA AT ONCE. I enclose \$2. cash, check or money order, ship prepaid. My money will be refunded if not satisfied.

Name _____

Address _____

City _____

State _____

I enclose \$5. Send three months' supply. I understand it not delighted with the NEW AND IMPROVED HAIR RESEARCH FORMULA, I can return it after 10 days for full purchase price refund.



★ Glamo ★

★ Now the lessons are getting tougher, chum!



★ ★
THOUSANDS of gals beat their heads against the stone walls of movie studios, but lovely Leslie Banning is a shrewd little cookie who come up with a brand new gimmick to open the studio doors.

Hollywood-born Leslie read the cinema trade papers, got hep to the never-ending popularity of hoss operas, and decided to become a cow-gal.

So wha' happen? Quicker'n you could say "podner," Leslie got the lead in a cowboys and Injuns thriller!

Right smort gal, eh podner?



ur Gal to Cow Gal







DANNI VALENTINE
*goes to Wally Wanger's
school for chorus gals.*



BUNNY LAWRENCE is
*studying dramatics, hop-
ing to make like Carbo.*

A black and white photograph of a woman, Robin Adayre, smiling and looking towards the camera. She is wearing a light-colored, short-sleeved dress with a ruffled collar and a dark belt. She is also wearing a large, wide-brimmed hat and high-heeled shoes. Her hands are raised near her face.

*ROBIN ADAYRE is
teacher's pet at a
Gotham model college.*

A black and white photograph of a woman, Ava Norring, standing with her hands on her hips. She is wearing a dark, long-sleeved top with a ruffled collar and a light-colored, short skirt with a ruffled hem. She is also wearing dark stockings and high-heeled shoes. Her hair is styled in waves.

*AVA NORRING, is set
to graduate as a net-
work radio actress.*

A circular logo with the words "School Daze" written in a stylized, cursive font. The logo is dark with white text.

*School
Daze*

My Gal Friday

BUSTLING gal secretaries are the butts of the business world—fall gals for the boss's mistakes, and the real or imagined "Other Woman" in the suspicious mind of the boss's ever-lavin', ever-watchful wife.

An efficient lass in the office is a pearl without price, but a lazy-dazy type wench can keep the joint in an uproar from nine to five any and every day in the week.

Our office helpmate is the perfect type (we keep telling the wife), but here are a few samples of Gal Fridays who cause industries to tapple and send tycoons leaping from skyscraper windows!



The boss can ring his head off!
She just loves to read and relax.



A beauty in an office is
good, for her beauty is a
good thing.



Home girl: Does her laundry,
cooks soup, raises shrubbery.

Then there's the type who
runs the boss's business.



Popular gal: Got a million friends,
talks to all of 'em, on boss's time!



TROPIC CAN CAN



They go into the dance.



Jose and Cacha show why they're favorites.

FROM the French isle of Madagascar comes a dance which could make naughty Paris sit up and take notice. It is shown here by Pepe Begue and Cacha Martinez, an island beauty.

Reckless Rhythm Comes From the Islands



proving that art can be worked into their routine with charming results. Note: Jose uses the smile technique.



Jose recites his admiration ... and can you blame him?



And Cachá responds, with most attractive fervor.

It's swing time for our dancers. Smiles appear mu-u-tual!



Leapin' Lenal! When's the next boat?



EVER SINCE EVE TRAPPED ADAM WITH THAT APPLE, MERE MEN
HAVE BEEN PUSHOVERS FOR TRICKY GALS WHO LURE 'EM AND
LEAD 'EM - TO THE ALTAR!

Dames

JUST think. There was Adam in the beautiful Garden of Eden, without a worry in the world. His clothes grew on fig trees and the weather was always perfect for fishing. He didn't have any bills to pay or dirty dishes to wash. No mother-in-law gave him farty daily lashes with a sharp tongue and he never had to do a day's work in his life.

The only luxury that was lacking in this Paradise was a dame. And that's why it was called Paradise.

It's a matter of record that, at this time, Adam was the happiest man in the world. (This situation was, of course, partially influenced by the fact that he was the only man in the world.)

He could have stayed that way, too, but the unfortunate fellow didn't know enough to keep his eyes open. One night he stuffed himself so full of wild pheasant, nuts and dates that he just rolled over and fell fast asleep.

When he woke up, one of his spare ribs was missing. And at his elbow was a gal called Eve who immediately began feeding him the old oil about what a big, strong, handsome daddy he was — and how would he like to settle down with her and raise Cain?

Adam had never seen such a peach in the Garden before, and he was completely flustered by the tricky curves being pitched his way. So he gave her a date — thus originating a custom that has since caused the downfall of millions of his grandsons — and he was trapped.

Eve took over the housekeeping and they both got kicked out of the Garden of Eden because she fed Adam the wrong apples. After that she wasn't content to go around in fig leaves far long — she wanted mink. This meant Adam had to give up his fishing





is Poison !!!

and go out to work, so he could keep the babe in fancy duds. Eve also insisted on raising Coin — and he killed Abel.

It was the end of peace on earth. And it was all caused by a dome.

They'll do it every time.

Playing With Dolls

EVERY guy goes through a period like Adam did, when life is blissfully happy and uncomplicated. This Paradise lasts about 14 years — the first 14, that is. Then a fellow suddenly begins to notice some of Eve's delectable daughters at his elbow and, zinga, his troubles begin.

Not that a guy doesn't see any domes before he's 14, of course. It's just that, up to that time, they seem to be nothing but homely hanks of hair supported by spindly legs that like to kick at him.

After 14, however, the legs begin rounding out with curves that have a different sort of kick in them. Soon the dolls even start to wear sweaters—just to keep the boys warm.

And when a fellow begins noticing these things—it's the beginning of the end. Before you know it, the kid's giving up his good times at the poolroom and spending his whole fifty-cents-a-week allowance on some dizzy dome, just so she'll giggle at him and not at Joe Schmae down the street.

From a life of carefree bliss, he's now heading slowly and surely toward a holter around his neck and the grim day when not only his life, but every cent he has in his pockets, is no longer his own. Pretty soon he's looking around him, bewildered, wondering what happened to the good old days and the good old gang. And what does he see?

He Sees Plenty

THERE'S Jimmy, the swell pal who always used to talk about quitting his job and going around the world on a tramp steamer. Well, some dome with plenty of steam made a tromp out of him all right. He'd still like to quit his \$95 a week job, but then where would he get the \$82.50 a week for alimony payments?

And then there's Phil, who always had a wonderful sense of humor. When he came home one night he found his wife getting ready to run away with his best friend. He told her she couldn't get away with it, but she just laughed in his face. "Ho, that's funny," she said. "A little runt like you thinks he can stop us! You slay me!" So he did.

Mickey has gone bald, tearing his hair out trying to keep the blonde he goes out with on Saturdays and Sundays from bumping into the redhead he goes with on his weak days.

Lorry has 13 kids but his wife isn't happy and says she won't be until they have a large family. Bob married a babe with 109 pounds of the most eye-filling curves a man ever put his two arms around. Now she weighs 225 pounds and he hasn't got enough energy left to walk all the way around her.

Ed and Joe were bosom buddies until they met a babe named Bettye. Then they had a fight for the first time in their lives. Joe got his teeth knocked down his throat and his nose broken, but Ed lost. He got Bettye.

It just doesn't seem right somehow. That's why we think all men should get together in a movement to demand their ribs back, and end this nonsense of two sexes once and for all.

In fact, we'll start getting followers for such a movement this very night. We will, that is, if we can't get a date with the blonde out of the switchboard before we leave.



Velvet



Vixen



OUR MODEL, today, gentlemen, is a blonde beaut who is able to demonstrate the obvious attractions of velvet. The fact that she won't talk about these things lends an additional charm to her otherwise obvious attractions. The name: Claire Taylor. The figure: Exquisite. The be-velveted Miss Taylor shows why black goes with blondes, and for the record she wants to become a singer rather than a leggy dancer. Seems, though, that since she can sing better than she can dance, she's as different an an 'ol' hoot-owl and a nightingale. After taking a look at Claire, do you want to hear a nightingale—or take another look at 'er?

WHAT'S THIS?

REMEMBER the popular game of "What's This," where somebody made with the face and fingers and somebody else tried to guess what they were saying? It's always in fashion, when a cute babe makes the motions, so try to guess before reading the answers.



NAUGHTS TO YOU



POWDER'N MY SOUTHERN ACCENT



CONTENTED COW



INDIAN THUMBER



**SHADOW BOXER ON
A CLOUDY DAY**



**THREE-MASTED SCHOONER
LOST IN THE WAVES**



TIME ON MY HANDS



GIRAFFE WITH SORE THROAT

Run and Dream Up Gimmicks for Nimble Fingers !

PRIVATE

Keep Out



Model, business woman and starlet, that's Pat Hall, ash blonde lovely from California. She designed that swim-suit herself.



No pri

Pat Hall Tries and Tries, But Can't Escape the Cameras!

PRETTY Pat Hall could well be the heroine of a Horatio Alger success story, but strictly on the lovely feminine side, of course. You remember those Alger heroes — start with nothing, work hard, be good to your poor old granny, and bingo! First thing you know you're healthy, wealthy, and a wise guy.

Before Pat ever got out of high school in Hollywood, she was knocking off six grand a year working as a model. By the time she graduated, this Hall cutie was the undisputed queen of West Coast models. She'd have needed 40-hour days and 10-day weeks to pose for everyone who called for her services.

But do you think she was satisfied? Not this go-gettin' gal! Suddenly she blossomed out as a designer of feminine beach wear — and modeling same herself on her perfectly proportioned frame, Pat's success as a designer was assured. Some of the most glamorous names in Hollywood are among her clients for the latest thing in exclusive numbers for beach and sun.

Still Pat Hall wasn't satisfied or busy enough to burn up her boundless energy. A few months ago she signed a film contract with Universal-International, where they think she's a technicolor natural, as any fool can plainly see!

Photographers follow Pat like puppy dogs and it got so bad that she had to find a private beach for herself at — Ooops! Sorry, pal, we promised we wouldn't tell where!

Pat was proud of her sign, but some guys don't believe in 'em!



for Pat. Look at that lens hound skulking behind rocks!

MISTER

Sin BY Sin



It's just no dice when Guy meets a turnstile.



PITY THE POOR BRONC THAT HAS TO TOTE THIS COLOSSAL COWPOKE. IT SHOULDN'T HAPPEN TO A DERRICK!

SIX times six equals 600 when you're talking about cowboy Guy Cherry of Texas and Hollywood. This lad is six feet tall and the shortest route around his middle measures a trim (not slim) 72 inches!

Cherry registers a well-packed 600 pounds when he steps onto a cargo scale. Can you imagine what he'd do to that penny-in-the-slot weighing gadget in front of the dime store?

He admits to trouble when it comes to shopping for clothes, but somehow he digs 'em up and does a regular act, slightly on the hilarious side, on the rodeo circuit, all decked out in 10-gallon sombrero, high-heeled boots and fancy kerchief.

Facing odds of better than 2 to 1, a 1300-pound cowboy struggles along with Guy on his aching back. How this al' cawhand gets aboard remains a deep secret, but we'll wager that routine would be a sensational act in itself! In the off-season, he's a radio disc jockey, while his horse rests up and tries to forget the whale business!

They have to move the furniture when
"Tiny" moves in for a spot of chow.



Cherry is a haberdasher's nightmare. Tape won't reach!



This must be what they mean by "horse sense." This
nag knows what he's doing when he refuses to get up!



TURKISH towel go hang, Claire Paruell has a lot of looks that will go with a fine figure. This keyhole photograph catches Claire unware, to be sure, but she can model for us most anytime. In case you have not noticed, she's one beautiful ash blonde. Or do YOU agree?

Keyhole



Lovelies

SITTING pretty? That's the obvious answer from Claire Parnell, a statuesque blonde whose face adorns an otherwise well-constructed frame. For your information, she's a favorite of Gotham artists, has a personality to match her looks—and looks very nice in evening gowns.



Pert poodles are Carol and Lorraine Brinkman. Ethel Stout holds the leash.



Hot Ice



Gals and Comedy Make Ice Shows Pay Off Plenty!

Lovely blonde Ethel Stout zips up a bootie during rest period.

That's comic Dorothy McCusker clowning for her ice partners.



Pretty Jeanne Perkins relaxes and yawns after a tough rehearsal.



Zany Dotty takes a fall and loses her crown.



FAST-PACED ice shows are the hottest things in show business this season and that comes right from the boys who ring up the take at the box office. Smart showmanship, pretty girls, and riotous comedy on flashing skates add up to smash hits all over the land.

East, West, North or South—it makes no difference where—the musical skaters move into local rinks and wow the natives. And so profitable has this new wrinkle proven that hundreds of theater owners across the country are installing ice machinery for their stages, seeking to cash in on the popularity wave of the skate revues.

Herewith we present some of the young stars of "Icelandia", one of the most successful of these year-round winter extravaganzas, now enjoying a sensational national tour.

4 of a Kind

BETTING AGAINST FOUR QUEENS' IS
MURDER — IF THEY LOOK LIKE THIS!



Beautiful Colleen Town-
send is a highly-rated
newcomer to the movies.



Delicious Yvonne de Car-
lo is queen of technical-
or at Universal studios.



Denise Dorcel was the dynamic femme star who drew raves for her performance in MGM's "Battleground."



Winsome Cecile Aubry is a French importation to Hollywood. Only 19, she has been a leading star in France for three years.

★ ★

PICTURE poker is a fascinating sport — either indoors or outdoors. You can do it with any kind of pictures and the gal friends will love it, too.

Just take any old photo album and pick out snaps that rate in your mind as aces, kings, queens, etc. Make up your hand and let someone else try it. The results can be hilarious.

On this page we've picked four lovely queens from cinemalond, and we're ready to mortgage the farm to back this hand. For our money, it has everything!

So pick up your cards, men, and play 'em smart. The sky's the limit!

★ ★







Dancing Cyclone

GAY Gotham is still gaga over the recent Ho-Ha Club engagement of Winnie Garrett, that titian-haired bombshell of the dance. Winnie came back to town with brand new rhythm routines that created a sensation!

She'll do it EVERY TIME



A CYNIC once remarked that he spent half of his courtship waiting for the little charmer to make herself pretty for public appearances. The date was for 8 — so she'd be ready promptly at 9:20. But that seems to be only part of the story. She's economical till she has you trapped, then her tastes change to furs instead of gingham, champagne instead of beer. And if you complain, she cuts your heart out with a smug remark like: "You're just getting old, Joey!"



Don't Blow Your Top



Late to meet the big boss? She'll smear you with lipstick.

Once you're wedded,
she'll say 8:30, then
be a good hour late.



He's worn out, but she insists
he's just an old clothes - horse.

if Baby's Wrong — That You Gotta Expect, Pal!



Tomorrow's your big day... so
she keeps you up till 4 a. m.



Just when you're overdrawn at
the bank, Baby buys a new fur!



Sugar

The beauty of Adrian
Dane is on the rise,
not on the wane, o
sultry loss with closs.

Vivacious Jimmy Williams,
o lissome gal who loves to
laugh. Fun is her hobby,
that smile is her fortune.

'n' Spice



She's a grand one, is Nancy Brandon, a blonde beauty who is tops in New York town, not to mention the country around.

And everything nice, that's what they say about Laura Drake, pretty and pert, and a bundle of merry chuckles.



The Inquiring Reporter

BEAUTY PARADE will pay \$10 for every timely, interesting question submitted and used in this feature. This month's award goes to Verne Durand, Miami, Fla.

The Question: SHOULD A GIRL KISS ON HER FIRST DATE?

HAROLD MARTIN, Painter San Diego, California:

"I think it all depends on the girl and the fellow, and how they happen to hit it off. Of course, as a man, I'd be a pretty stupid guy if I didn't say I was all for it, but at the same time, I don't think it's advisable for girls to kiss just anybody.

"Sometimes it happens that a fellow and a girl just happen to click — they're just right for each other, like the same things, enjoy the same jokes, etc. You might say their temperaments match. In a case like that, I believe it's okay for the girl to kiss on their first date. That's what happened with the girl I married."

CAROL GILMER, Teacher New Orleans, Louisiana:



"Most decidedly no! Men are very selfish when they expect a girl to kiss them before she gets to know them.

"How do you suppose a man would feel if the girl demanded a diamond bracelet on their first date? It amounts to the very same thing.

"Personally, I run from a man who tries to kiss me on once!"

SAM CONKLIN, Taxi Driver Salt Lake City, Utah:

"Maybe yes, maybe no. It all depends. If they go out with me, yes. If they're out with some other guy, I don't care one way or the other.

"I'll tell you one thing, though. Most girls I know seem to expect it. And sometimes, after I've been with 'em a couple hours, I don't feel like kissing 'em. So what do you think happens then? They get mad!

"Of course, they don't come right out and say, 'I'm sure 'cause you don't want to kiss me!' But you can tell they're burned. It hurts their pride. So maybe a guy should kiss 'em so their feelings won't be hurt."

PEGGY DRAPER, Dress Designer Chicago, Illinois:



"Speaking for myself, if I like a boy, I'll kiss him every time. I think it's silly for girls to act so coy if they really go for a fellow.

"When you know he's nice you'll go out with him again and kiss him next time, anyway, so why wait? That would hurt me more than it would him, so I kiss them!"

VALERIE HASTINGS, Receptionist Portland, Maine:

"I should say not! I know that some girls don't think anything of kissing the first time they go out with a boy, but for the most part, I think only the younger teenagers go in for that. They probably think it's smart, or maybe they're deluded by those silly 'love-at-first-sight' movies they see.

"But as these girls grow a little older they get more sense and realize they cheapen themselves in a man's eyes by such conduct. I may become an old maid because of my strong feelings on this subject, but I still have not met any man I'd kiss on our first date."

CLIFFORD WHITE, Bookkeeper Omaha, Nebraska:



"Yes, but the girls I know don't agree with me. Every time I try to kiss a girl on the first date I get into trouble.

"They get mad, give me a tongue-losing, refuse to go out with me again, or turn their heavyweight brothers loose on me. One girl surprised me. She belted me with a haymaker herself and flattened me."



PIX OF THE MONTH

IT'S not often a beautiful gal like June Frew becomes the victim of a horse laugh, but she's 'It' this time. Our Johnny-on-the-spot photographer caught this unusual shot of the top model and TV actress on a windy day in old New York town.

THOUSANDS ARE ENJOYING
Rollicking
BEDSIDE FUN



..and You will too
when You possess
"the **Pleasure Primer**"
The Ideal Playmate

Here's entertainment for open minds and ticklish spines. Here's lusty, merry recreation for unquenchable men and women. Here's life with apologies to none. Collected, selected from the best there is, this useful *Primer* is an eye-opener for the inexperienced; wisdom for designing; merriment for all. It is guaranteed to make the laziest giggle and be-men erupt in boisterous bellyflops. Here is no refuge for the strait-laced or satisfaction for the morbid. Served in a highly inviting manner, this pleasurable *Primer* is a blueprint for uninhibited living. Call it a gay evening's entertainment or an ideal bedside companion, you'll dally over its contents time and time again. **YOU ARE INVITED TO EXAMINE THE PLEASURE PRIMER 10 DAYS AT OUR EXPENSE. THIS IS GUARANTEED TO PLEASE OR YOUR PURCHASE PRICE WILL BE REFUNDED AT ONCE!**

Stravon Publishers, 113 W. 57 St., N. Y. 19, N. Y.



10-DAY TRIAL OFFER

STRAVON PUBLISHERS, Dept. P-416
113 West 57th St., New York 19, N. Y.

Please send **THE PLEASURE PRIMER** on 10-day trial. If I'm not pleased, I get my purchase price refunded at once.

☐ I enclose 98¢. Send Postpaid
☐ Send C.O.D. I will pay postman 98¢ plus postage.

NAME _____

ADDRESS _____

CITY _____

STATE _____

Canada and Foreign—\$1.75 with order

Pick
a
Chick!



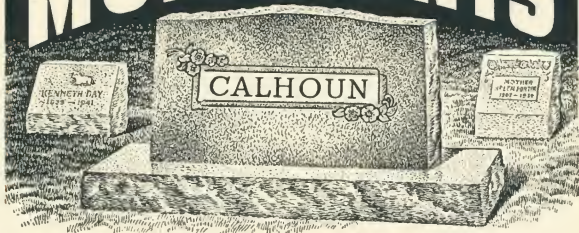
Flickerland's beautiful Adele Jergens exemplifies the girl you'd like to meet for Martinis.

WHATTA YOU LIKE? . . . COCKTAIL GIRL OR SPORTS DISH?



And the wholesome Jeanne Crain adds a nice bit of decor to the pool just in time for a Hollywood swim. Cute?

MONUMENTS



AS LOW AS \$9.95

SENSATIONAL SAVINGS

The most compelling monument values ever offered.—More than 50 superb monuments and markers at the lowest factory-to-you prices in the country. New automatic labor-saving equipment and quantity production methods result in big "down to earth" savings for you. Rockdale pays the freight and guarantees your complete satisfaction or money refunded in full. Thousands and thousands of satisfied customers offer sure proof of our ability to satisfy you 100%. "Your Rockdale Selection Is Your Best Protection." **MAIL HANDY COUPON TODAY FOR FREE CATALOG.** No Salesmen Will Call.

**GREATEST MONUMENT VALUES
IN AMERICA**

**DIRECT
FROM
FACTORY
TO YOU**

**MAIL
FOR
YOUR
FREE
CATALOG
TODAY**

ROCKDALE MONUMENT CO.
Dept. 817A JOLIET, ILLINOIS

- ROCKDALE PAYS THE FREIGHT!
- FACTORY-TO-YOU SAVINGS!
- EASY PAYMENT PLAN!
- UNCONDITIONAL MONEY-BACK GUARANTEE!

FREE!

ILLUSTRATED CATALOG

Free... new catalog of ROCKDALE MEMORIALS, showing magnificent monuments as low as \$9.95, complete. Write for your free copy today! Mail handy coupon!



ROCKDALE MONUMENT CO., Dept. 817A
Joliet, Illinois

Please send me, without obligation, the big new two-color fully-illustrated catalog of Rockdale Memorials.

Name

Address

City Zone State

IF IT SLIPS... IF IT CHAFES... IF IT GRIPES... THEN

THROW AWAY THAT TRUSS!



Why put up with days... months... YEARS of discomfort, worry, and fear—if we provide you with the support you want and need? Learn NOW about this perfected truss-invention for most forms of reducible rupture. Surely you keenly desire... you eagerly CRAVE to enjoy most of life's activities and pleasures once again. To work... to play... to live... to love... with the haunting fear of Rupture lessened in your thoughts! Literally thousands of Rupture sufferers have entered this Kingdom of Paradise Regained... have worn our Appliance without the slightest inconvenience. Perhaps we can do as much for you. Some wise man said, "Nothing is impossible in this world"—and it is true, for where other trusses have failed is where we have had our greatest success in many cases! Even doctors—thousands of them—have ordered for themselves and their patients. Unless your case is absolutely hopeless do not despair. The coupon below brings our Free Rupture Book in plain envelope. Send the coupon now.

Patented AIR-CUSHION Support Gives Wonderful Protection

Think of it! Here's a surprising yet simple-acting invention that helps Nature support the weakened muscles gently but securely, day and night. Thousands of grateful letters express heartfelt thanks for relief from pain and worry—results beyond the expectations of the writers. What is this invention—how does it work? Will it help me? Get the complete, fascinating facts on the Brooks Air-Cushion Appliance—send now for free Rupture Book.

Cheap—Sanitary—Comfortable

Rich or poor—ANYONE can afford to buy this remarkable, LOW-PRICED rupture invention! But look out for imitations and counterfeits. The Genuine Brooks Air-Cushion Truss is never sold in stores or by agents. Your Brooks is made up, after your order is received, to fit your particular case. You buy direct at the low "maker-to-user" price. The perfected Brooks is sanitary, lightweight, inconspicuous. Has no hard pads to gouge painfully into the flesh, no stiff, punishing springs, no metal girdle to rust or corrode. It is GUARANTEED to bring you heavenly comfort and security—or it costs you NOTHING. The Air-Cushion works in its own unique way, softly, silently helping Nature support the weakened muscles. Learn what this marvelous invention may mean to you—send coupon quick!



C. E. BROOKS, Inventor

this no-risk trial. Send for the facts now—today—hurry! All correspondence strictly confidential.

SENT on TRIAL!

No... don't order a Brooks now—FIRST get the complete, revealing explanation of this world-famous rupture invention. THEN decide whether you want to try for the comfort—the wonderful degree of freedom—the security—the blessed relief thousands of men, women and children have reported. They found the answer to their prayers! And you risk nothing as the complete Brooks is SENT ON TRIAL. Surely you owe it to yourself to investigate this no-risk trial. Send for the facts now—today—hurry! All correspondence strictly confidential.

FREE! Latest Rupture Book Explains All!

SENT YOU IN PLAIN ENVELOPE JUST CLIP and SEND COUPON →

Brooks Appliance Co., 140-B State St., Marshall, Mich.

PROOF!

(In our files we have over 52,000 grateful letters like these)

THANKS FROM HAPPY FATHER

"I want to thank you very much for what your wonderful belt has done for my boy. He had a bad rupture. The very day we received the Appliance I put it on and that was the end of my troubles with his pain and crying. He has not worn it for about a year now."—Otto F. Blinn, 1500 N. Church, Belleville, Ill.

SOFT BALL PLAYER A BROOKS BOOSTER

"I ordered an Appliance some time back and it really does the job. I'm 38 years old, weight 200 lbs. Play 3rd base on our Soft Ball team. I really give the belt a real test. Thought I would have to give up my ball playing but not how with your rupture belt. Most people won't believe I have a rupture."—Wilbur Morris, General Mdee, Jacob, Ill.

"IT'S TOPS"

"Words cannot express my feeling towards my Appliance. The minute I put it on, my first words were, 'It's tops!' I hope another who suffers from such agony of a rupture could take my advice and get a Brooks Air-Cushion Appliance."—Jack Bonner, R.I., Box 54A, Lafayette, La.

"DID EVERYTHING YOU CLAIMED"

"I am very happy to say that the truss which I purchased from you a little over a year ago did everything you claimed it would do. My rupture does not come down even though I wear the truss only part time. I shall be glad to tell anyone afflicted as I was what your Appliance did for me."—J. G. Rollinger, 242 Arlington Ave., Sarasota, Fla.

"FORGETS HE IS RUPTURED"

"I had this rupture seven years before I knew of your support, and was in the hospital at the time my son ordered the support for me. Until I started wearing your support I had not found anything to help me. Since wearing your support I can do all my work, and can forget that I am ruptured."—G. B. Russell, Box 106, Cherokee, Ala.

MAIL THIS COUPON NOW!

BROOKS APPLIANCE CO.

140-B State St., Marshall, Mich.

Without obligation, please send your FREE BOOK on Rupture, PROOF of Results, and TRIAL OFFER—all in plain envelope.

Name.....

Street.....

City..... State.....

Send whether for Man ☐ Woman ☐ or Child ☐



Parisienne

FANCIEST importation from Gay Paree in a number of months is brunette and beautiful Jeanne Carmet, who won fame as one of the French city's most popular models of lingerie fashions.

**JUST OUT!
IN ONE BOOK**



VITAL 20TH CENTURY SEX STUDIES

FULL PARTICULARS ON The KINSEY REPORT Sexual Behavior in the Human Male

Now for the first time, get all the latest facts about sex in one book! FROM FREUD TO KINSEY includes complete information on the most sensational sex study ever made—the Kinsey Report. Covers actual habits, sex, the extent of masturbation, pre marital, marital, and extra marital intercourse according to age, education, sexual back ground and religious training.

NEW FACTS ABOUT YOURSELF

What was previously considered abnormal, now appears widespread and common. For people who have been torturing themselves with secret shame, amazing new information is available. Many disorders are now being corrected, and broken families saved.

DISCOVER THE TRUTH ABOUT

Masturbation • Parting to Climes • What is Normal in Sex • Infidelity in Marriage • Age of Greatest Potency • Duration of Sex Act • Variety of Sex Act • Secret Guilt • When Does Sex Begin • Effect of Sex Repression • Sex in Dreams • Masturbation • Frigidity • The Bride Night

EXAMINE 10 DAYS FREE

Order Sex Studies FROM FREUD TO KINSEY in plain wrapper for 10 DAYS FREE EXAMINATION. Besides the Kinsey Report, this book presents a survey of vital 20th century studies on sexual behavior. Read every page, then if you feel you'd rather not keep it, return for refund.

MAIL COUPON TODAY!

STRAVON PUBLISHERS, Dept. K-206
113 West 57th St., New York 19, N. Y.

Please send FROM FREUD TO KINSEY in plain wrapper for 10-day trial. If I'm not satisfied, I get my purchase price refunded at once.

☐ Send C.O.D. I'll pay postman \$1.98 plus postage.

☐ I enclose \$1.98. You pay all postage.

Name..... Age.....

Address.....

City..... Zone..... State.....

Canada & Foreign No. C.O.D. - Send \$2.50



THIS EASY WAY TEACHES PIANO

Without Sheet Music

Amazing New
TEACHING
DISCOVERY
MAKES YOU
PLAY PIANO
In As Little
As 15 Minutes



FREE TRIAL PROVES IT!

Teaches You to Play Songs From First Lesson Including Strong Left Hand Bass

If you think you must spend weeks and weeks learning note reading and scales to play piano, it's ready for a big surprise. I've just discovered an entirely new piano teaching device—a method that makes the way so easy it's amazing! Most people who have tried piano courses without success are baffled with the way so many new systems. My new MAGIC KEYBOARD has the right on your piano! It shows you an entire A-B-C and more popular songs, waltzes, hymns, marches, women songs and dance numbers. It picks out all chords—you play with both right and left hands at once. No other method makes you play so quickly! No exercises, no scales, no reading, once after just of passing instructions.

Membership in

PIANO FOR FUN CLUB IS FREE
It costs you nothing to join PIANO FOR FUN CLUB. There are no obligations. You receive the MAGIC KEYBOARD FREE. Each month I send you complete playing instructions for 3 new and different songs to be used with the MAGIC KEYBOARD. I will show you how to play the first 3 ever-popular songs instantly to your delight and satisfaction or your money refunded.

SEND NO MONEY—Try 10 Days at Our Risk Just send name and address. When MAGIC KEYBOARD and 3 ever-popular songs arrive deposit only \$1.00 plus C.O.D. postage on our guarantee. If you are not delighted return songs and your money back. You keep MAGIC KEYBOARD as a gift for your trouble. EXTRA for Prompt Action! If you order NOW we will include at no additional cost a special 4 record for your pleasure.

DAYE MINOR, President, PIANO FOR FUN CLUB
Room 322-H • 236 E. Ohio St. • Chicago 11, Illinois

Amazing NEW Discovery for STOMACH ULCERS

Safe, clinically-tested method replaces mucosa lining in human stomach with actual DUODENUM scientifically taken from stomach of hogs

New Kind of Adjunct to ULCER and Ulcerative Colitis Control

To you victims of stomach ulcers and ulcerative colitis who have endured untold burning pain and gnawing misery... to you stomach sufferers who have tried countless remedies such as ant-acids, baking soda, alkalis... here may be the most wonderful news you've ever read.

Amazing medical science, forever on the march, once more reveals the startling news of the sensational discovery of a noted Illinois bio-chemist, who after 16 years of painstaking research, evolved a new scientific process whereby the stomach lining of a hog is defatted and desiccated (de-mucstured) without losing any of the valuable hormones and enzymes.

Called DuoDex, It is actually the intestines of a hog processed in the raw state in bland, odorless, easy-to-take form. It was tested in 3 leading medical centers and hailed as an outstanding success as an adjunct to diet and rest in the treatment in even advanced cases of ulcer and ulcerative colitis.

What Causes an Ulcer?

Medical science agrees an ulcer is merely a sore in the lining of the stomach or colon. When the stomach functions normally it secretes a mucous which protects this lining, but when the stomach is abused, weakened or destroyed by various digestive juices including hydrochloric acid, ulcers and ulcerative conditions form.

When the lining has been worn out, digestive action continues and starts irritate and gnaw away at the exposed raw, inflamed flesh where the ulcer is forming.

How DuoDex Combats this Condition

DuoDex supplies a re-inforcement to the mucosa of the stomach... acts as an adjunct in building up and re-strengthening the vital mucous to help ward off further ravishing attacks of gastric juices on the stomach lining, thus giving nature a better chance to heal.

Now, for the first time, DuoDex is available to the public in convenient, easy-to-take tablet form. No prescription is necessary. Even though you've tried other remedies... or matter what you've tried... you should try DuoDex, and at our expense. If you are not completely satisfied and amazed at the marvelous relief you may obtain, simply return the empty package for your full purchase price refund. Pain doesn't wait. Send now. We've made DuoDex available to you without prescription—The next step is up to you. Just send your name and address on a penny postal card. On arrival, deposit \$3.00 plus C.O.D. postage for 2-week supply on our guarantee of complete satisfaction or your money back. Cash orders sent all postage paid. Same guarantee applies. Send today to DUODENUM TABLET CO., 215 N. Michigan Ave., Dept. 322-H, Chicago 1, Ill.

LIMITED OFFER

ONLY \$1.49
each—plus
postage

GET ALL 6 FOR THE PRICE OF 1

- 1—Strong claw hammer with screw-grip knurled handle.
- 2—Nickel-plated penetrating hand, securely locked into shaft.
- 3—Screw driver for heavy duty on car, range, lawnmower, etc.
- 4—Screwdriver for electrical, lock repair, etc.
- 5—Screwdriver for sewing machines, house appliances.
- 6—Screwdriver for carpenter, wrench, radio, etc.

Not a Toy...

Get all 6 for the price of 1. This amazing 6-in-1 tool gives you all the tools you need for hundreds of fix-it jobs. In just ONE FATHOM-CLAW HAMMER, you have the handle, not top four multi-purpose screwdrivers. Professional tools, but completely set only \$1.49. Reversible. Perfect balance. Ideal for home, camper, apartment, hotel, emergency kit, or your occasional mail order savings.

EXTRA! with instant orders, we will include without extra cost, an assortment of screws for every household use. Order today.

SEND NO MONEY! Try at Our Risk

Just send name and address, the arrival, pay postage only \$1.49 plus C.O.D. postage. If you are delighted, return for full refund on purchase price. Save money! Send now, we pay postage. Write today!

SENNE & CO., 1015 N. Milwaukee Ave. Chicago 47, Ill. Dept. 3724

Amazing New Astronomer's

100 POWER TELESCOPE

COMPLETE KIT ONLY \$2.98

Brings Rare Sights Close to Your Eyes
SEE JUPITER'S SHOOTING STARS!

You'll get a thrill a minute with this genuine Astronomer's 100 POWER TELESCOPE. The powerful lens gives you a beautiful view of the stars and planets. See the Big Dipper, Venus and Mercury, falling meteors, comets, etc. It's a beautiful sight of fascinating sights. It's exciting! Educational! And it's all yours now at a truly astounding price. You get a complete telescope kit consisting of big 3-inch objective lens, large astronomical eyepiece lenses, and crystal clear instructions—all for \$2.98. ORDER BY MAIL AND SAVE!

SEND NO MONEY—Use 10 Days at Our Risk Just send name and address. On arrival, pay postage only \$2.98 plus C.O.D. postage. Use 10 days. If you're not 100% satisfied, return for full refund. Save money! Cash orders prepaid. Write today!
HOLLISTER-WHITE COMPANY, Dept. 4707
1700 West Roosevelt Road • Chicago 34, Illinois

LIMITED TIME ONLY

\$1.98

HINGED BACK
YOUR NAME
Your Name Engraved in 23 Karat Gold without Extra Cost

NEW!... IMPROVED! FOR MEN AND WOMEN

All in one Cigarette Lighter and Pocket Case gives you elegance and style together as you must choose. Distinguished, smart, modern—a wonderful combination, the ideal gift. PRICE... ART NAME ENGRAVED ON CASE IN 23-KARAT GOLD! For men or women. Built for lifetime service of beautiful value. These modest \$1.98 C.O.D. Use 7 days. If not delighted return for refund. (Send \$1.98 with order and we pay postage.) Be sure to send name to be engraved.
H & S SALES, DEPT. 353, N. 1400 MILWAUKEE AVE. CHICAGO 47, ILLINOIS

DO YOU WANT TO STOP TOBACCO?

Watch the craving for tobacco as it fades away with Tobacco Reducer. With the free book (of taking all symptoms off tobacco) and a treatment which has helped many men.

In Business Since 1909
JULIAN Satisfied Customers
THE NEWELL COMPANY
408 Clayton St., St. Louis 8, Mo.

WANT TO BE A MERCHANT SEAMAN?

Approx. \$195 Monthly or \$1.95 Starting Pay
More Plus TRAVEL - ADVENTURE
Food, Over-CAREER AT SEA ON
Time, Lodging AMERICA'S SHIPS
NO EXPERIENCE REQUIRED TO START
EX-SERVICEMEN WITH SUFFICIENT SERVICE
MAY QUALIFY FOR SHIPS' OFFICERS.
For further information WRITE today to:
Mercantile Information Bureau of Galveston
Box 4954-C, Walbrook Station, Baltimore 16, Md.

BARBELLS

Best today for his new 4 color fully illustrated free catalog of BARBELLS Dumbbells and bench equipment. Free-world famous \$19.95 Dan Lurie Barbell and Dumbbell training course with every purchase.
DAN LUTIE BARBELLS CO., Dept. 146-9
1729-HA Highway P'tway, Bklyn. 12



ART

FOR PLEASURE AND PROFIT!

Commercial Art,
Designing, Cartooning

ALL IN ONE
PRACTICAL COURSE

Learn to Draw at Home
in Your Spare Time—We
Teach You Step-by-Step

It is pleasant and interesting
to study Art the WSA Way—
Trained Artists are capable of
creating real, **PROFITABLE** WORK.
A **WEEKEND** now is the time to
prepare for a secure and profit-
able art career. Our well-
known method of instruction
prepares you for the many
Commercial Art opportunities
in interesting fields. No previ-
ous art experience necessary—
we have trained thousands over
a period of 25 years—**WILL
NOT YOU? TWO ART OUT-
FITS** furnished with names of
trainees. Mail coupon for
colorful **FREE BOOK**, "Art
for Pleasure & Profit," de-
scribes content, and results
enjoyed by our graduates.

VETERANS! WSA Course
G. I. Approved!

FREE BOOK gives details!

WASHINGTON SCHOOL OF ART
Studio 55W, 1115 16th St., N. W.
Washington, D. C.

Send free booklet and full particulars about your course.

Name AGE

Street

City Zone State

☐ I am entitled to training under the G. I. Bill.

Amazing New Plan!

DRESS for YOU

FOR ORDERING 3!

Thrilling NEW PLAN!

Your choice of Gorgeous New Dress or Suit—
in your favorite style, size and color, given
to you for sending orders for only **THREE
DOLLARS** for your neighbors, friends, or
your family. **THAT'S ALL!** But one cent
to pay. Everything supplied without cost.

EXPERIENCE UNNECESSARY

SAMPLES FREE!

Famous Harford Frocks will send you big,
new Style Line showbooks—latest
fashions, with actual fashions, in dress-
es, suits, coats, rayon, others—at
exceptionally low money-saving prices.
Also suits, sports wear, lingerie, hostess,
children's wear, shoe styles, fabrics
to neighbors, friends, family—send
in only 3 orders and your new dress
is included without paying one cent.

**EARN CASH, TOO—Up to
\$25 in a Week in Spare Time!**
Yes, you can earn big cash income in just
spare time—besides getting a complete
wardrobe for yourself. **EASY!** Mail
coupons for complete **STYLE LINE** today!

HARFORD FROCKS, Dept B and

HARFORD FROCKS, Dept. B and

CINCINNATI 23, OHIO

Mail Coupon
for **FREE
OUTFIT**

Please rush me the new HARFORD FROCKS STYLE
LINE and full details of your offer.

NAME

ADDRESS

CITY STATE

DRESS SIZE AGE

ASTHMA

WRITE FOR **10-DAY TRIAL OFFER!**

IF YOU SUFFER FROM BROCHAL ASTHMA PAR-
OXYSMS, from coughs, wheezing, wheezing—write quick
for **10-DAY TRIAL OFFER**. No matter if you ever
took your case before, write today!

WACOR, 1453-Wr State-Like Bldg., Indianapolis 4, Ind.

NOTES to YOU



Dear Editor,

For about six months now,
I've stopped my trolley—I'm a
motorman—at the same corner and
picked up a beautiful brunette.
I'm engaged, a timid sort of
fellow, but SHE has a lot to
catch the eye. Always smiles,
and a couple of days ago asked
me to come over to the house.
I want you to know this is not
"A Streetcar Named Desire." I'm
just curious. Good-bye!

James W., Toronto, Canada

Dear Editor,

I have been thinking quite a bit about the New
York girls in your books, but even by stretching my
conscience I can't see how they're any better look-
ing than the pretty ones we see on Biscayne Boule-
vard any day in the week. Maybe you guys live in an
ivory tower, watch the snow fall and forget that we,
too, have a lot of lovelies around. When your photo
boys run out of assignments, send 'em to me. I'll see
that they get good, good pictures.

Harold L. S., Miami Beach, Fla.

Dear Editor,

Now and then I wonder if I am as attractive as
some of the models I see in "Beauty Parade"—those I
see when my husband has finished looking at them, of
course. It may sound funny, but he seems to appreci-
ate me more after studying some of your pretties. It
may be that he and I agree they're good lookers, but
realize we're happy without any outside influences.
This letter is more or less designed to tell you all
your readers aren't wolves. Some of us are wolver-
ines!

Margaret S., Olympia, Wash.

Dear Editor,

Your magazine has helped
me an awful lot, simply by show-
ing me how I should dress to be
more attractive than the other
girls. The so-called fashion books
go in for all sorts of aids to the
feminine figure, but I have
learned a great deal from study-
ing your girls...They seem to
have real attractions and charm!

Helene G., Sacramento, Calif.



A Few of Hundreds of Questions
Answered in the Modern
Sex Manual



- Blood relation marriage
- How often intercourse
- Arousing of woman
- Male and female sex organs
- Vital parts of sex organs
- Remedies for undeveloped sex organs
- Matching sex compatibility
- First bridal sex act
- "Safe Period" charts
- Delaying climax
- Reaching climax together
- Climax effect on male, woman
- Too much or too little intercourse controlled
- Best time and place for sex act
- 5 senses important in sex
- Sensation parts of woman
- More sex satisfaction for women
- Sex faults of husbands, wives



- Sex frustration
 - Masturbation's effect on intercourse, health
 - Uncontrolled self abortion
 - Cures for sex immaturity for men, women
 - Periods of women's increased sex urge
 - Husband's preventing wife's climax
 - Cause and cure for women's frigidity, man's impotency
 - Today's cures for abnormal cases
 - Cures for oversexed, undersexed
 - Sex advice for all ages
 - Ability to have children
 - Pregnancy tests
 - Sex act in pregnancy, after pregnancy
 - Frequency of child-bearing
 - Intercourse after change of life; after and at child-bearing
 - Vitamin E cure for sterility
 - Artificial pregnancy
- PLUS HUNDREDS MORE!

THE MODERN SEX MANUAL

ILLUSTRATED

THIS BOOK WILL OPEN YOUR EYES!

Here, at last, is the first new book on sex relations published in many years—"THE MODERN SEX MANUAL," Dr. E. Podolsky—just off the press! Old fashioned false fears and practices rob you of complete satisfaction. This book is written in a new and exciting frank, simple Questions and Answers style . . . Instruction found in no other book! Includes 1950's remedies for abnormal and normal men and women. Packed with new pictures that reveal sex vigor thru body glands, women's monthly calendar of sex, difficult birth cases, etc. Only \$1.98 (\$5.00 value). You would gladly pay much more than \$1.98 for JUST ONE SOLUTION among the hundreds in this book. Order now—delay is lost satisfaction. Cadillac Publishing Co., Inc. Dept. D-253, 220 Fifth Ave., N.Y.C. 1

PARTIAL CONTENTS OF FREE BOOK!

"The Sexual Study of the Male and Female Human Body in Color Pictures" (sells for \$1) will be given absolutely free with your order of "Modern Sex Manual." The many life-like color pictures with their outspoke explanations will amaze you! Limited offer—Mail Coupon Now!

- Sex differences in man and woman's body
- Sex stimulation thru hormones
- Male sex organ—reaction in sex act and climax
- Female sex organ—how virginity differs
- Breasts before and after pregnancy
- Attaining pregnancy
- Ovaries, womb, etc.
- Inside, outside views of male and female bodies
- Start of pregnancy through child birth
- plus many more unusual pictures

Don't Be
Old Fashioned
1950's

SEX
DISCOVERIES NOW
REVEALED!

FREE



TEST THESE BOOKS WITHOUT BUYING!

Cadillac Publishing Co., Inc., Dept. D-253, 220 Fifth Ave., N.Y.C. 1

Send me "THE MODERN SEX MANUAL" in plain wrapper marked "personal" with FREE GIFT (\$5.00 VALUE COMPLETE). I will pay postman \$1.98 plus postage on delivery. If not satisfied within 5 days, I can return book and money will be refunded. I am over 21

Name _____

Address _____

City _____ State _____

N.Y.C. orders add 2% Sales Tax. Canada or foreign. No C.O.D. Send \$2.50.

☐ Check here if you desire to save delivery costs by enclosing \$1.98 with coupon.



HAIR OFF&OUT

BANISHED FOREVER From Face, Arms, Legs, Body

Remove your unsightly hair from any part of your face, arms, legs or body. You positively can remove hair, safely, permanently. Doctors say there is absolutely nothing else like this service. They guarantee complete hair removal in one price 10 times higher than any hair remover on the market.

Recommended by America's Greatest Beauty Experts

The world's only book author on the removal of unwanted hair has just published his great illustrated book. Every method endorsed by physicians, approved by dermatologists and recommended by beauty specialists is available in it. Simply follow these instructions on dermabrasion, electrolysis, tattooing, waxing, etc. Risk permanent moles, scars, partial blindness. Just mail coupon below.

Our Offer—Send No Money

Lovely, radiant, hair-free skin on face, chin, legs, arms, etc. is attainable—starts with this book. **ONLY 98¢** send SUPERFLUOUS HAIR AND ITS REMOVAL. It's only 84 cents. Formerly \$3.50. Single check or cash. Lifetime results. Guaranteed harmless. **SEND NO MONEY.** Just mail coupon below.

HARVEY HOUSE, 263 Broadway, Dept. F-282, N. Y. C. 10
plain package. On delivery I will pay postage 98 cents plus few cents postage. If not satisfied I may return it within ten days and my 98 cents will be refunded.

Name.....
Address.....
☐ CHECK HERE if you want to save postage.
Shipment \$1.00 on order and we ship prepaid.
Canadian orders, \$1.35 in advance

Make Money Showing FREE STOCKING 50% MORE SNAG-RESISTANT

Mail coupon... for free sample! Your truly nylon stocking with new Plasidone Finish. 50% more snag-resistant longer-wearing! In 12 hours it's Individual Fit Service... a pattern for every type leg: slim, stout, average, short, long, etc. Long. Bring this thrilling news to everyone... look-overs, make money. Start in your store, without a spare cent. Rush coupon today with largest sum yourself.
AMERICAN HOSIERY MILLS, Dept. C-55, Minneapolis 1, Minn.

NAME.....
ADDRESS.....
CITY..... STATE.....
Dept. C-55



PLAY PIANO The First Day OR DON'T PAY!

Amazing New Automatic Chord Selector Enables You to Play Tunes the Minute You Sit Down At The Piano

Now learning to play piano is easy as ABC—so simple, you'll find yourself playing familiar tunes with both hands within a few minutes. After years of research, Dean Ross—well-known piano teacher—finally developed the Mark VII Automatic Chord Selector. This amazing new invention almost magically guides your fingers to the key—enables you to immediately recognize and play the proper chords, even though you previously didn't know one note from another.

Think of astonishing your friends by actually hitting zero and playing. What a whole new world of happiness and popularity will open up. Most important, you can arrive the value of Dean Ross Piano method without risking one penny! If you pay, actually start playing piano immediately—just return the course within 18 days and your full purchase price will be quickly refunded. **SEND NO MONEY!** Just pay postage 11.98 plus postage on delivery for complete course including Automatic Chord Selector—**NO MORE TO PAY!** Or we'll pay postage, if you'll send us \$1.98 with order. **PLAY or DON'T PAY**—guarantee holds good either way. **ORDER TODAY!**

DEAN ROSS PIANO STUDIOS, INC.
Dept. H-G-5, 45 W. 45th St. N. Y. 19, N. Y.



Allure? Sure... it's Hollywood's Lana Turner.

TWO Heads Are Better Than One



And Filmland's Ann Sheridan gives us a look.

HONEYMOON LOVE CAN Last Forever

with these

SEX FACTS FOR ADULTS ONLY!



PARTIAL LIST OF ENLIGHTENING CONTENTS OF THE "IDEAL SEX LIFE"

- Role of husband and wife in the sex art.
- How sensual reacts in woman, man.
- The perfect sex art.
- Step by step plan for wedding night and honeymoon.
- Avoiding harmful mistakes of new brides and older married couples.
- "Rejuvenating treatments" for increasing sex potency of men and women.
- What stimulates sexual desire.
- Sex attraction and art of courtship for woman, man.
- Modern art of mutual satisfaction.
- Natural birth control.
- Spanish method, French method, "Karezza" method.
- Attaining Pregnancy.
- Ideal Sex Technique and methods for glorious sex art.
- Overcoming frigidity in women.
- Preventing dangers of childless sex life.
- Love-making for different ages and types of men and women.
- Modern methods for sex hygiene. How to cleanse the female vagina, the male genital canal.
- Advice for aged married people.
- Attaining the greatest satisfaction in sex life.
- 4 kinds of sexual satisfaction.
- Avoiding too little or too much sex life.
- Overcome physical hindrance for ideal sex practice.
- Avoiding dangerous sex relations.
- Inconspicuous facts of sex.
- The male and female sex organs.
- Practical benefits of sex for married lovers.
- Strengthening man's sex vitality and sex control towards ideal mutual climax.
- Importance of rhythm, embraces for ideal sex life.
- Sources of Disease.
- Sex act regarding change of life, juvenescence.
- The problem of masturbation.
- Sexual Case Histories.
- How to treat abnormal runs.
- Art of choosing a mate for ideal married sex life.
- Plus many more exciting "secrets" — every one in simple frank words!

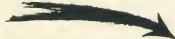
70 INTIMATE, FRANK CHAPTERS

Thousands of readers of this all-complete book (one of the largest on sex) have learned so much more than they thought possible! Practically every type of sex problem and every age is individually treated. Everything that there is to be known about sex and how to carry out the detailed instructions. Will help you experience the supreme joy of a longer, happier married sex life and abolish the dangers of wrong sex notions. The book's 150,000 illuminating words help establish the necessary desired cooperation between husband and wife.

One of the most up-to-date books, the latest improvements, methods, etc., that should be known. This treasure is yours now for only \$1.98 (originally \$6.00). MARGARET SANGER—"Dr. Rutger's work spreads itself sanely into the lives of people who are not afraid to think." INSTITUTE OF MARITAL RESEARCH, Indianapolis—"the most complete volume of this kind."

SEND NO MONEY!

Don't send a cent. Just mail coupon and pay postman on delivery \$1.98 plus postage. You must be completely satisfied that these books will open the door to a new thrilling glorious marriage, or your money will be refunded cheerfully.



NEW YORK MAIL ORDER HOUSE, INC.
Dept. R-398, 220 Fifth Ave., New York 1, N. Y.

Mail me "THE IDEAL SEX LIFE" in plain wrapper marked "personal," with FREE GIFT \$12.00 VALUE (VULNERABLY), I will pay postman \$1.98 plus postage on delivery. If not satisfied within 5 days, I can return books and money will be refunded, I am over 21.

NAME _____

ADDRESS _____

CITY, ZONE, STATE _____

Canada or Foreign—No C.O.D.

☐ Check here if you desire to have delivery made in enclosing note \$1.98 with complete money back guarantee

PARTIAL CONTENTS OF THE FREE PICTURE BOOK CONTAINING 317 ILLUSTRATIONS

As a FREE gift to all those who purchase a copy of "The Ideal Sex Life" we offer to you "Picture Stories of the Sex Life of Man and Woman," a complete, fully illustrated book explaining the human body. There are 317 illustrations, with detailed explanations and other enlightening information of lifetime value in both young and old.

- Natural birth control charts.
- Science of sex attraction.
- Facts to know on birth control.
- Sex organs illustrated and explained.
- Woman's change of life, menopause.
- Calendar showing days of Fertility—Sterility.
- How to test for pregnancy.
- An inspiring picture—and towards ideal marriage relation. This book can sell for \$1.00 in limited supply—act hurry! Mail Coupon NOW!
- New sex system of man and woman works.
- The structure of female breasts.
- Pictures how pregnancy takes place.
- How birth through Cesarean is performed.
- How sex vitality is produced in man, woman.
- Unusual cases.
- And hundreds more!

NEW YORK MAIL ORDER HOUSE, INC. Dept. R-398, 220 Fifth Ave., New York 1, N. Y.

READ
BOTH BOOKS
WITHOUT BUYING

Stage Undies

- ☐ OPERA NOSE, LASTEX MESH Black, Sun Tan & Flesh \$5.00
- ☐ OPERA NOSE, NYLON, Black, Flesh & Nude \$5.00
- ☐ OPERA NOSE, Pure Silk Black \$5.00
- ☐ OPERA NOSE, SUPPORTER, All Elastic, Flesh & Black \$2.50
- ☐ TIGHTS, Waist High, Lanes Mesh Black & Sun Tan & Flesh \$7.50
- ☐ LASTEX MESH LEOPARD, Black, Sun Tan \$4.50
- ☐ BLACK LACE PANTY AND BRA SET \$4.00
- ☐ PANTIES, CABLE NET, Full Chorus, Flesh, Black & White \$1.50
- ☐ BRASSIERES, CABLE NET, Full Chorus, Flesh, Black & White \$1.50
- ☐ G. STRINGS, NET, Flesh & Black 75c
- ☐ CAN-CAN LACE 2 PC. SET, Black \$4.00
- ☐ CAN-CAN GARTER BELT, Flesh & Black \$5.00
- ☐ CAN-CAN LASTEX MESH HOSE, Black \$4.00
- ☐ CAN-CAN MESH ELBOW GLOVES, Black \$3.00
- ☐ STRIP PANTY, FINE NET, Black or Flesh \$1.50
- ☐ STRIP PANEL AND BRA SET \$10.00
- ☐ STRIP BRASSIERES, FINE NET, \$1.50
- ☐ STRIP BRASSIERES, FINE NET, Rhinestone Black or Flesh \$2.00
- ☐ RHINESTONE G. STRING, Beaded or Silk Chantree, Size by Hip Measurement \$20.00
- ☐ FRINGED BRASSIERE To Match \$5.00
- ☐ DANCE BELT, Girdle Elastic \$3.50
- ☐ RHINESTONE SET, Midriff and Thunk \$4.95
- ☐ PIN UP TYPE, Silk or Velvet Panty and Bra Set, Ideal for Rehearsal or Photography \$10.00
- ☐ SKATERS SKIRT, Circular Type \$4.95
- ☐ SKATERS TRUNKS, French Cut \$2.95

STAGE UNDIES, Dept. HGP-4

302 WEST 51st STREET NEW YORK CITY

✓ CHECK EACH ITEM WANTED

MAIL TODAY

Check Size ☐ Small ☐ Medium ☐ Large
☐ I enclose \$ I pay postage
☐ Send C.O.D. I will pay postman

Name _____

Address _____

City _____

State _____

Cash or C.O.D.

STAGE UNDIES

302 WEST 51st ST. NEW YORK CITY

PHONE CIRCLE 7-7785

IF I Send YOU THIS FINE SUIT-

Will You Wear It and Show It to Friends?

Amazing plan! **Posturing** needed! I want an assistant, short men in your town to put this golden rule into measure suit up taking a few orders from friends. I want it - talk about it - use this suit to help you take more orders and come up to 200 in a day. My assistant plan can be for you good money - easy!

No Experience Needed - No

House-to-House Canvassing

Experience not necessary. Amazing

low price mean big income for you

without house-to-house canvassing,

and exciting chance to get your own suit

in a **50-50** system, please see suit.

Send for FREE Cloth Sample!

I supply complete alterations and men's

clothing to men for \$10.00, and send

1-in. flap on top. This is your

chance. Let's let you get ahead at

once. Start at once. Your revenue

will be \$10.00. Send for sample and

order. I will supply you with

equipment and everything for \$10.00

ACT NOW! For your action

see about yourself - say, see.

John Grant, STONE-HELD Corp.

832 S. Wabash Street

Dept. F-419 Chicago 7, Ill.

SUCTION SPONGE

AUTO WASHER

Glaze across surface and protect

from "rusting". Auto Washer

sponges cars like magic. Dunt,

dent, scrape, grime disappear in

50¢. Automobiles gleam like a

mirror.

SAMPLES FOR AGENTS

Sample offer sent immediately to

all who send name at once. A

fewer postal will be sent to

Henry - 1000 N. 10th St.,

MINNAPOLIS, MN. 55401



QUICK
EASY!

Farmer's Daughter



HAY, hay and a ha-cha-cha! Pixyish little Marcia Kaye adds charm to the farm, straw hat and all. Any traveling salesman would volunteer to become the No. 2 guy in a story involving a sweetie like this!

Enjoy Hilarious "Monkey-Shines" at your next Masquerade Party WITH THESE AMAZING LIFE-LIKE RUBBER MASKS



CLOWN
\$1.69



NOW WATCH ME HAVE
SOME FUN WITH THE
GANG TONIGHT AT
THE MASQUERADE

COVER ENTIRE HEAD . . . LAST FOR
YEARS . . . SO LIFELIKE PEOPLE GASP
WITH AMAZEMENT AND DELIGHT...

Mold-Art Rubber Masks are molded from best
grade natural flexible rubber. They cover the
entire head. Yet you see thru the "eyes." The
mouth moves with your lips . . . you breathe
. . . smoke . . . talk . . . even eat thru it. Hand-
painted for realism. Wonderful for every dress-
up occasion—for parties or gifts. Fun for chil-
dren and adults alike.



MICKEY
MOUSE
\$2.69
(©Walt Disney
Prod.)



SATAN
\$1.69



Minnie-Mouse
\$1.69

DONALD
DUCK
\$2.69



(©Walt Disney
Prod.)



MASKS AVAILABLE
IDIOT MONKEY LADY KILLER
CLOWN OLD MAN OLD LADY 4 EYES
TRAMP SATAN BLACK FACE
MONSTER MAN SOPHISTICATED LADY
All masks above are \$1.69 each
MICKEY MOUSE MINNIE MOUSE
DONALD DUCK at \$2.69 each
Special Santa Claus at \$3.69



IDIOT . . \$1.69

Yes, here is Halfwit in all
his goofiness. People howl
with laughter when you put
on this life-like mask.

MONKEY \$1.69



SEND NO MONEY!

Just mail coupon below. ORDER
MASKS BY NAME as listed in this
ad. All masks priced \$1.69 except
Santa Claus (\$3.69) and Mickey
Mouse, Minnie Mouse and Donald Duck (at
\$2.69 each). When package arrives pay
postman the price plus C.O.D. postage (we
pay postage if cash is sent with order). Sanitary
laws prohibit return of worn masks. All
masks guaranteed perfect.

**RUSH
COUPON
NOW**

RUBBER-FOR-MOLDS, INC.

6044 Avondale Avenue, Dept. 322H, Chicago 31, Illinois

Rubber-For-Molds, Inc., 6044 Avondale Ave.,
Dept. 322H, Chicago 31, Ill.

Send me the Masks checked below

- ☐ Idiot ☐ Monkey ☐ Lady Killer
☐ Clown ☐ Old Man ☐ Old Lady
☐ 4 Eyes ☐ Tramp ☐ Satan
☐ Black Face ☐ Monster Man
☐ Sophisticated Lady
☐ Mickey Mouse
☐ Minnie Mouse
☐ Donald Duck
☐ Santa Claus

- () Ship C.O.D. I will pay postman the
price plus C.O.D. postage
() Ship postpaid. Payment in full en-
closed herewith

NAME _____
(Print Plainly)
STREET _____

CITY _____

Zone _____ State _____

I.Q.? . . Well, Eye-Full!



Do you want to know the best ways to woo, win and keep the one you love? Now you can learn—from the experience of successful lovers—many proven ways to find and hold a mate. You get secrets of technique. You get confidential information on how to avoid heartbreaking mistakes. Yet all this valuable information—so vital to your personal happiness—is yours for such an amazingly low price!



ART OF KISSING

The greatest secret of all time says that correct kissing is one of the most important steps in winning and winning. To master this art is to enjoy life. "The Art of Kissing" explains and discusses 23 kinds of kisses. 50c only

TRUE LOVE GUIDE

Frank discussions, instructions and explanations on how to woo, win and hold. Love and marriage problems answered in simple, easy-to-understand language. This is a love guide for everyone. 50c only

MODERN LOVE LETTERS

Complete instructions for writing letters on love, courtship, and marriage. 47 effective model letters for any situation, together with poems and thoughts of love which you will find very helpful in your correspondence. 50c only

ALL 3 BOOKS—ONLY \$1.00

Each of these books is an amazing bargain at 50c a copy. Order all three and enjoy a still greater saving, because the entire set of 3 costs you only \$1.00.

5-DAY EXAMINATION

We are so confident that this valuable information will make a hit with you, and that you won't want to part with your copies at any price, that we make this amazing offer. Mail this 5-Day Examination Coupon today. After your books arrive, read them . . . examine them . . . and if you are not more than delighted, return them within 5 days and your purchase price will be refunded promptly and without question. But . . . act now because this offer may be withdrawn at any time. Rush this coupon now!

See me on the way out

PICKWICK CO., Dept. HG-4,
Box 461, Times Sq. Bldg., New York 18, N. Y.

Send books checked below at once in plain wrapper. I enclose \$..... (check or money order.)

☐ Send all 3 books
☐ Send books checked:
☐ The Art of Kissing ☐ True Love Guide
☐ Modern Love Letters

Name

Address

City & State

☐ If U.S. preferred mark X in box, mail coupon and pay postpaid \$1.00 plus postage. Canadian orders 75c additional—cash with order.



The blues get a kick.

JUNGLE JAZZ



They call this a tropic turn.
And then — supplication!



WHEN lithe, lovely Shirley Levitt-Armanda goes into her dance, it becomes apparent that all restraint is left behind. Here the brunette, olive-skinned dancer from Liberia shows some of her best lines.

IN A MINUTE or so, you'll be **PROGRESSIVE POWER**! Amazing progress—**10c** for only **10c** INSTEAD OF \$1 FOR ALL 10 ISSUES

Let's Go, Pals! I'll prove I can make YOU
an **"ALL-AROUND"**
HE-MAN

FAST—or NO COST!
says George F. Jewett

World's
Greatest Body Builder

"The Jewett System is the greatest in the world!" says **B. F. Kelly**, Physical Director, **Atlantic City**



Enjoy My
"Progressive Power"
Strength Secret! Give
Me 10 Easy Minutes a
Day—Without Strain!

I'll teach you the "Progressive Power Method" through which I rebuilt myself from a physical wreck. The doctors pronounced me to die at 13. In the hold of more strength records than any other living athlete or leader "Progressive Power" has given me ability to build the strongest, hardiest man in the world. And I can show you on a minor basis. Let me show you how I can do the same for you right in your own home. Let me prove I can add inches to 2nd arms, broaden your shoulders, give you a handsome chest, powerful legs and a magnificent back. I'll teach you the whole thing so quickly it will amaze you. I'll show you with power and command in minutes. My 10 minutes—do this regularly—and in one hour you will be through the process. I'm going to let you know in 10 minutes. I'll fully satisfied you are the man you want to be.

**PROVE IT TO YOURSELF
IN ONE NIGHT**

Send only 10c for my 5 secret techniques, a 10-minute exercise program, and a complete "Muscle-Builder" plan to become a "Muscular Man." I'll guarantee you the thrilling strength that makes yourself your muscles.

10 DAY TRIAL!

Think of it—only 10c for my 5 secret techniques, a 10-minute exercise program, and a complete "Muscle-Builder" plan to become a "Muscular Man." I'll guarantee you the thrilling strength that makes yourself your muscles.

GEORGE F. JEWETT
champion of
Champion!
• World's Wrestling
and weight lifting
champ at 17 and 18
• World's Strongest
Arm 9 4
• World's Perfect
Body—plus all
of records!

I am making a drive for thousands of young men to see how they can become a "Muscular Man" in 10 days. (Value at \$2 each)
SO GET HOW MY 5 Muscle COUPONS
All in 1 Great Complete Volume
Packed With How-To-Do-It
Pictorial

Now, this "get-muscular" extremely low price of only 10c is your chance to build a body just like mine. Follow Jewett's method of muscle building NOW!

For
Only **10c**

FREE!

**PHOTO BOOK
OF FAMOUS
STRONG MEN!**



FREE GIFT COUPON!

Jewett Institute of Physical Culture
230 Fifth Avenue, New York 1, N.Y. 10-01

Dear George—Please send by express mail postpaid **FREE** Jewett's Photo Book of Strong Men, along with all 5 Muscle Building Coupons: 1. Building a Mighty Chest, 2. Building a Mighty Arm, 3. Building a Mighty Grip, 4. Building a Mighty Back, 5. Building a Mighty Leg—shown all in one Volume "How to Become a Muscular He-Man." Enclosed find 10c. No C.O.D.'s.

NAME.....AGE.....
(Please Print Plainly. Enclose Extra Number)

ADDRESS.....

NEWS of UNUSUAL BOOKS!

Originally FROM \$3. TO \$25. A COPY

— AND NOT TO BE HAD AT BOOK STORES OR LIBRARIES!

1. **LILA AND COLLETTE.** A translation from the French of the adventures of two charming cactuses behind the little red lights of pre-war Paris. With those carefree Bohemian drawings which decorated the \$25 edition privately published under the title *There Are Twenty Good Ways of Doing It*. Now Only \$1.98.

2. **PASQUERELLA AND MADONNA BABETTA.** The strange lives of two violent and beautiful women against the soft, alluring background of the freedom and abandon of the Renaissance, and attributed to Boccaccio. The Fabio Fabbi illustrations make this edition even more glamorous than the \$7.50 one from which the text is reproduced. Now Only \$1.98.

3. **TWINS OF NUREMBERG.** A story of two Siamese twins (their bodies joined to each other) and the men who courted each separately, but had to live with both at the same time. Almost 700 pages of the most exciting reading of your life. Reduced to \$2.98.

4. **TWO LESSONS IN LOVE.** The story of a man who pretends to be deaf, and hears from the lips of his wife and his daughter inside stuff about their private lives which a whole detective agency would never be able to discover for him. Reduced to \$1.98.

5. **DREAM MATES.** Two strangers, a man and a woman, meet on a railway station an hour before dawn. He helps her with her luggage to a hotel, and they pass on into a series of adventures of almost incredible cruelty and tenderness. Reduced to \$2.98.

6. **RED CANVAS.** An American correspondent has left his young, beautiful wife in Paris while the city was still in the hands of the Germans. The carefree brutality of love in wartime is the background of this breathless story of a city whose men could fight the enemy and whose women were forced to comfort him. Only \$1.98.

7. **SHANGHAI HONEYMOON.** Two beautiful white women, mother and daughter, match their femininity against the wiles of the greedy little merchants of the Far East. You may imagine for yourself what happens, but you can never imagine the conversations which only that darling of the Parisiennes, Maurice Dekobra, can provide. Only \$2.98.

8. **MEN AGAINST MADNESS.** Dr. Lowell Saffling's case-book of men and women in love—fathers ranged against daughters and mothers against their sons, in a maelstrom of fatal, incomprehensible attractions. As exciting to the senses as it is horrifying to the mind, but it's all real none the less. Only \$2.98.

9. **BUMARAP.** Samuel Roth's account of a passionate young revolutionist who dreams his way from a park bench on Columbus Circle to a famous house on Madison Avenue. How he got his name, stumbled into the apartment of a red-headed young Countess, and spent thirty-six hours in the most wonderful bed he had ever seen are matters you will chuckle over for many a happy hour. Delightfully illustrated. Reduced to \$1.98.



You may have all Nine Books for
Only \$20

Quantities Limited

ORDER IMMEDIATELY!

ORDER
BY
NUMBER

UNUSUAL BOOKS, Dept. R-2, 110 Lafayette St., New York 13, N. Y.

Gentlemen:

I enclose.....for book (s) whose number (s) I check below, I may return for full credit what does not altogether please me.

1 2 3 4 5 6 7 8 9

NAME

NO. and STREET

CITY ZONE STATE

☐ Let me have the 9 books for \$20
☐ Send C.O.D. I enclose \$1 as binder.

Good-
bye
Now

DON'T think Rhea Collins is going high-hat on us... She's only five foot three, needs the topper to add to what you note is already a very good stature. The smile helps, too!



**Reduce
FAT!**
UP TO **5 lbs. A WEEK**
LOSE UGLY FAT!



Scientific Way to

**LOSE
WEIGHT**

Enjoy the pep and energy of a slimmer figure the Dr. Phillips Approved Way!

REDUCE

**10-20-
30 LBS.**
AND IMPROVE
YOUR FIGURE!

WE GUARANTEE

THESE
STATEMENTS
OR YOU

DON'T PAY A PENNY!

Don't be denied a beautiful, attractive figure. Lose only excess fat with one guaranteeing 10, 20, 30 LBS. OF FAT. KALPIDINE does the work with little effort on your part, is HARMLESS as indicated and requires a healthy food element. YOUR L. BENEFIT REDUCING THIS

WAY!
Proven results are shown quickly. Many report losing 15, 20, 30 lbs. and even more in a matter of weeks! With THE KALPIDINE PLAN you can and extra inches seem to disappear like magic.

Now you may shed those disgusting bulges on Dr. Phillips KALPIDINE. Every Pottle Reducing PLAN is bristling with the RIGHT CURE in the RIGHT PLACES.

Kalpidine (Form) is the only known food product listed in medical dictionaries as an ANTI-FAT AND AN AID IN REDUCING. As United States Government Agency classified KALPIDINE as a Food. Mail coupon and TEST is at HOME for 10 days FREE at our expense.



"Thanks to Kalpidine in just a few weeks I lost four inches from the waistline and hips." - Ann Leslie, New York City

**MONEY-BACK GUARANTEE
WITH A 10-DAY FREE TRIAL**

\$2 If the Kalpidine plan doesn't do the wonders for you as it has for others, if you don't lose as much weight as you want to lose, if you're not 100% delighted with results, YOUR MONEY WILL BE RETURNED AT ONCE!

FREE! The famous Dr. Phillips Reducing Plan which has helped many lose 10, 20, and up to 30 pounds quickly and safely will be sent absolutely FREE with your order.

MAIL COUPON NOW!

••••• American Healths Co., Dept. 300
••••• 1025 Broad St., Newark, New Jersey

Send me at once for \$2 cash, check or money order, one month's supply of Kalpidine Tablets, postpaid.
If I am not 100% satisfied my money will be refunded.

Name _____
Address _____
City _____ State _____
☐ I enclose \$2. Send three month's supply.

••••• **SENT ON APPROVAL!** •••••

PAY LESS—GET THE BEST! SENSATIONAL
SAVINGS! YOUR MONEY REFUNDED IF YOU CAN BUY THEM FOR LESS!

LATEST STYLE LUXURY
GENUINE FIBRE

SEAT COVERS

**LUXURY SEAT COVERS
SAVE YOU MONEY!**

**Same Superb Quality As Used
In The Most Expensive Seat Covers.**

Buy from Luxury and SAVE TREMENDOUSLY on smartest, new style, color glamorous seat covers! Lacquer-coated to repel water, LUXURY Genuine Fibre Seat Covers are double-stitched, trimmed with rich leatherette for extra long, luxury wear! Expertly tailored, RICHER, STRONGER, Revolutionary — New ELASTICIZED SLIP-OVER SIDES assure FAULTLESS FIT ... NO INSTALLATION COST! All in stunning Scotch Plaids of soft, harmonious multi-color weaves! Make old cars look like new ... new cars even more elegant!

**SMARTEST SCOTCH PLAIDS
YOUR CHOICE OF 23
SPARKLING COLORS!**

**WHATEVER YOUR CAR
HERE ARE YOUR COVERS!**

Guaranteed perfect fit for every popular make and model, old or new, including—

BUICK	LaSALLE
CADILLAC	LINCOLN
CHEVROLET	MERCURY
CHRYSLER	NASH
DeSOTO	OLDSMOBILE
DODGE	PACKARD
FORD	PLYMOUTH
FRAZER	PONTIAC
HUDSON	STUDEBAKER
KAISER	TERRAPLANE
LAFAYETTE	WILLYS

And Many Others

SENT ON APPROVAL

Only \$4.98
For Coupe or
Front Seat!

Only \$8.95
Complete Set of
Covers for Sedan
or Coupe!



BUY FROM LUXURY
AND SAVE! ACT NOW
Satisfaction Guaranteed
or 5-Day Money-
Back TEST AT OUR
RISK.

2. Full
Back and
Front Seat
Protection!

4. Adds In-
stant Class
to Your Car!

1. Smooth
Glove-Like
Fit!

3. Richly
Grained
Leatherette
Trim!

The Exact
Same Ma-
terial Used
in the Most
Expensive
Seat Covers!

5. MONEY
SAVING!
STURDY!

**EASILY INSTALLED —
TAKES A FEW MINUTES!**
(on all make cars)

Specify style for YOUR car.
TYPE A — Solid back for 4-door sedan...front or rear. Rear for coupe or coupe.
TYPE B — Divided back, solid seat for front coupe or coupe.
TYPE C — Individual seats or bucket type for divided back and seat.



SENT ON APPROVAL! SEND NO MONEY!

LUXURY SEAT COVER CO. Dept. 15
1025 Broad St., Newark 2, N. J.
Gentlemen: Kindly rush LUXURY Seat Covers on special 5-day Money-Back Inspection Offer.
Color _____ 2nd Color _____
☐ Full set front & back covers \$8.95. My car is a 19____
Make _____
☐ Front seat cover only, \$4.98. ☐ 2-door ☐ 4-door
☐ Back seat cover only, \$4.98.
☐ Type A ☐ Type B ☐ Type C
☐ On delivery I'll pay postman purchase price plus few cents postage and C.O.D. charges.
Name _____
Address _____
City _____ Zone _____ State _____
(PLEASE PRINT)
☐ \$____ purchase price enclosed. You pay postage.

**MONEY-BACK GUARANTEE
with 5-Day FREE Trial**

**Men!
Ladies!**

**Here's THE JACKET You've Wanted
At a Sensational Saving!**

**Ladies'
Only
\$4.95**

**Men's
only \$4.95**

**Special
Combina-
tion
Offer,
Both for
Only
\$8.95**

This Fine Smoking Quality
PIPE Included With Each
Man's Jacket . . .

**AT
NO EXTRA
COST**

**This Lovely Compact
Included With Each LADY'S
JACKET AT NO EXTRA COST!**

We sold hundreds of these Yvette Compacts at
\$1.98 each. You get yours without additional cost
with each Lady's Jacket that you order. Compact
has mirror, sifter and puff. They're beautiful.



LADIES'

MEN'S

You'll Love It!

Take this jacket for carefree ease—and for that certain poise which being "in the know" on style gives you! That new low hipline is a "flash" from the fashion front. Perky shoulders! Suave yoke! You will adore its smart distinctive lines . . . you will always enjoy its caressing warmth. It's tailored in favorite "Spun-Rite," justly popular for its wear . . . for its beauty! It will be your prop and mainstay, season in, season out. Select yours from one of these seasons' latest shades: Camel Tan or Stop Red. Sizes 12 to 20. Compact included with each jacket.

Ideal for Sports-Leisure

Here's a sturdy "he-man's" jacket of a thousand and one uses that will keep pace with the fastest tempo of your busy day. Cut for real comfort of "Spun-Rite"—magically flexible, smartly tailored and shape-retaining as well as warm. Snappy yoked back. Harmonizing buttons for looks and wear. Grand, deep, saddle pockets. Seamed sides—so stride along as you will. You'll live in it from dawn 'til night. Choose Camel Tan with the following choice of harmonizing colors: Forest Green or Lugazac Brown. Check your size from 36 to 44 on coupon. Pipe included with each jacket.

Ladies! Men! Here's the jacket "they" you've been waiting for. World's durability, style, comfort and security all combined to send us your the latest, smartest jacket you'll find anywhere. Regardless of price. And when you order the two together—one lady's and one man's jacket—you get two jackets for only \$8.95.

But What! Everyone wants and needs a stylish and smart jacket to wear in these matching jackets in combination on this special bargain offer. You **SAVE NO MONEY!** We'll ship this C.G.D. pack a few extra packages. If you don't want this, it's the great jacket bargain you've never seen before. The price, \$10.00, is within 10 days and your money will be cheerfully refunded.

SEND NO MONEY—RUSH THIS COUPON!

ILLINOIS MERCHANDISE MART, Dept. 2127-PP

1227 West Loyale Ave., CHICAGO 26, ILL.

Gentlemen: Send me the "Spun-Rite" Jackets indicated below, F.O.D. I must be fully satisfied with my purchase or will return within 10 days for refund. Compact included with each lady's jacket, a pipe with each man's jacket.

Name				Please
Address				write
City				plainly
State				Stop
LADY'S JACKET Sale Price, \$4.95	Camel	Tan	Forest Green	Red
Check order wanted				
Combination Price for 1 Man's and 1 Lady's Jacket BOTH only \$8.95	Camel	Tan with	Lugazac	Forest
MAN'S JACKET Sale Price, \$4.95	Forest Green	Three	Colors	Green
Check order wanted				
CHECK SIZE WANTED				
LADY'S 12, 14, 16, 18, 20	MAN'S 36, 38, 40, 42, 44			
MY TOTAL PURCHASE AMOUNTS TO \$				

"YOU ARE UNDER ARREST"



There's a Thrill in Bringing a Crook to Justice Through Scientific **CRIME DETECTION!**

We have taught thousands of men and women this exciting, profitable pleasant profession. Let us teach you, too, *in your own home*. Prepare yourself in your leisure time, to fill a responsible, steady, well-paid position in a very short time and at very small cost. What others have done, you, too, can do.

Over 800 of All U. S. Bureaus of Identification Now Employ I. A. S. Trained Men As Heads or Assistants

Here's a Partial List of Them

Send for **FREE Complete list of over 800 Bureaus** where our Students or Graduates are now working

State Bureau of Connecticut
State Bureau of Ohio
State Bureau of Arizona
State Bureau of Rhode Island
State Bureau of Texas
State Bureau of Utah
Key West, Florida
Charleston, S. C.
Lincoln, Nebraska
Portsmouth, N. H.
Albany, N. Y.
Trenton, N. J.
Cincinnati, Ohio
Granite, Ohio

Montgomery, Ala.
Phoenix, Arizona
Glendale, Calif.
Seattle, Washington
Madison, Wis.
Miami, Florida
Leavenworth, Kans.
Annapolis, Md.
Minneapolis, Minn.
Vicksburg, Miss.
Hartford, Conn.
San Juan, Porto Rico
Ketchikan, Alaska
Honolulu, Hawaii

Be A
**FINGER
PRINT
Expert**

Not Expensive or Difficult to Learn at Home

Scientific Crime Detection is not as simple as it might appear. It's not an occupation at which anyone without training might succeed. It's a science—a real science, which when mastered **THROUGH HOME TRAINING** gives you something no one can EVER take from you. As long as you live—you should be a trained expert—able to make good in scientific crime detection. "We will teach you Finger Print Identification—Fire-arms Identification—Police Photography—and Criminal Investigation." That's what we told the men who now handle those jobs in Identification Bureaus throughout the nation. And now we repeat, but **THIS** time it's **YOU** . . . Just give us a chance and we'll train you to fill a good position in the fascinating field of scientific crime detection.

NOW IS THE TIME TO START!

New Bureaus of Identification are being established since the war. Many industrial plants now finger-print all of their employees. Naturally, the need of more Finger Print Experts is evident. Fit yourself now to hold down a fine job as a recognized Expert in Crime Detection. You can learn this fascinating profession in your *own home* and you can pay as you learn.

FREE!

"BLUE BOOK OF CRIME"

It's a thriller, filled from cover to cover with exciting information on scientific crime detection. It tells about some of the most interesting crimes of modern times, and how the criminals were brought to justice through the very methods which you are taught in the I.A.S. course. The book will tell you, too, how at a cost so low you shouldn't even think of it, you can get started on this important training without delay. Don't wait. Clip the coupon and send it along **TODAY**. No salesman will call.

INSTITUTE OF APPLIED SCIENCE

(A Correspondence School Since 1916)

Dept. 226A, 1920 Sunnyside Ave., Chicago 40, Ill.

Clip and Mail Coupon Now

INSTITUTE OF APPLIED SCIENCE

Dept. 226A, 1920 Sunnyside Ave., Chicago 40, Ill.

Gentlemen: Without obligation, send me the "Blue Book of Crime," and complete list of Identification Bureaus employing your students or graduates, together with your low prices and Easy Terms Offer. (Literature will be sent **ONLY** to persons stating their age.)

Name.....

Address.....RFD or Zone.....

City.....State.....Age.....



Enjoy another classic from the Yootha Archive

Discover more amazing collections in our **eBay shop**

<http://stores.ebay.co.uk/Yootha-Archive-of-Vintage-and-Retro>

or at **www.yootha.com**